

“Cokeswithin”  
99, Kerching Drive  
Twickenham, Middx, UK

Mr. Mohammed Al Fayed  
Harrods Ltd  
87-135 Brompton Road  
Knightsbridge  
London

2nd August



*Omnia fieri pecuniis posunt*

Dear Mr. Al Fayed,

I love Harrods! It's an amazing 5-acre department store that represents everything British! I am also very impressed with your marvellous motto: "Omnia Omnibus Ubique" – All Things, For All People, Everywhere. Mine is "Omnia fieri pecuniis posunt" – All things are financially possible. I'm sure you can agree with that? I have used my motto on many occasions and it's stood me in good stead so far.

The reason I am writing to you is to offer you something that I feel could not only benefit Harrods, but also lift your public relations to a stratospheric level and turn your motto from the heady un-reachable realms of the classics into the workable and accessible "shop-floor" of the real world. OK, so enough of the cryptic clues.

I am the proud owner/manager of Howard's Historical Thespians; A company of actors and performers striving to re-enact famous scenes from British History. Our skills are very specific, and we are known primarily for our ability to stand still and pose for long periods of time. We have recently done The Battle of Trafalgar where Nelson destroyed the French and Spanish fleets at the Battle of Trafalgar, but was killed in the process in 1805, for a well-known department store in Barcelona. Also the signing of The Magna Carter – The Great Charter of English Liberty granted (under considerable duress) by King John at Runnymede on June 15, 1215, at a trade show in Berwick-on Tweed. Powerful stuff I'm sure you will agree.

So here's the reason for the letter. You have probably in excess of 25 shop window displays with immediate visual access to Knightsbridge and the surrounding streets. I am proposing that we fill each of these window displays with an Historic scene from the British past using my talented and versatile performers. Calling it "Windows of History", we could do a two or three part re-enactment from the same era: Henry VIII and his many wives (including a beheading). The battle of Britain, The great Fire of London (I have fire-eaters as well). The Great Plague with live rats. The Battle of Hastings, King Arthur and his many Knights, the list is endless. You could even have a window each for Scottish, Irish, and Welsh history (to keep them happy I suppose?) It would be a mammoth hit for you as it would be for us. I have attached an invoice that details our costs and I would be delighted to hear your response to this idea and to see when we could start for you. Our "historic scenes" can last up to 6 hours without a break, as we use personally developed semi-hypnotic trance tablets that I administer to my performers before each sitting (or standing). It's painless and wears off within an hour.

Of course, should you require horses, dogs, or other animals, then we use guide ropes, and invisible suspension cables to keep their positions secure. But rest assured, it's quite safe and no one to date has been injured or hospitalised.

I trust that you will see the potentially commercial advantages of this idea and I look forward to hearing from you with some positive news.

Kind Regards

Yours sincerely

Handwritten signature of Bob Howard.

Bob Howard



Omnia fieri pecuniis possunt

## Sales Invoice

Date: \_\_\_\_\_ Invoice No: \_\_\_\_\_

From: "Cookeswithin" 99, Kerching Drive,  
Tricknam, Middx, UK

Qty	Description	Amount exclusive of V.A.T. £	V.A.T. Net £
	Windows of History. Scenes of Great British events. To include: Actors, scene dressers, costume and make up, props, and any Additional transport. Per window=		£345.99p
	Additional animals to include horses, dogs, doves and Assorted birds, monkeys, cats, rats, snakes, and insects.		£199.00p
	Further animals can be requested and priced per metre.		
	Refreshments and rest area (within 2 minutes of Harrods) Portaloos, and tea and coffee facilities. Total per day		£56.00p

Sub total exc. V.A.T.£

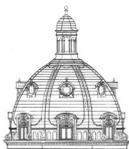
V.A.T.£

Total due£ **£600.99p**

V.A.T. rate.....

Payment terms.....

Tax Point .....



**Harrods**  
KNIGHTSBRIDGE

9<sup>th</sup> August

Dear Mr Howard.

Your letter to Mr Fayed has been passed for my attention

The Harrods windows are all supplier funded. If you were to perform a re-enactment of famous scenes from British History, this would have to be sponsored. The concept is a great one, and has in fact been undertaken in a somewhat different format on a number of occasions. For the Fantasy Garden Promotion last year, brands were able to produce a series of gardens across the Brompton Road windows, and the Diarmuid Gavin window had a number of live ducks and lambs. The LG Live windows was a huge success, whereby a family interacted, as they would in their own homes utilising the LG varied range of products, plasma screen, fridge, TV etc and included celebrities, Kim Wilde planted/tended a garden.

The Marketing plan is usually planned a year in ahead, therefore there are no opportunities are available for the remainder of the year. However, we will keep your details on file for future reference, and thank you for taking the time to write to Harrods.

Yours sincerely,  
FOR HARRODS LIMITED

A handwritten signature in black ink, appearing to read 'M. Briggs'.

Mark Briggs  
Visual Merchandising Director  
Harrods (Management) Limited